

European press conference on 29 October 2020 at Cologne- press kit



**INTERNATIONALE
EISENWARENMESSE
KÖLN**
INTERNATIONAL HARDWARE
FAIR
21.02. - 24.02.2021
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European Trade Press Conference

EISENWARENMESSE - International Hardware Fair Cologne 2021
29 October 2020, 2:00 p.m., Konrad Adenauer Hall, Cologne



INTERNATIONAL HARDWARE
FAIR
21.02. - 24.02.2021
www.eisenwarenmesse.com

Keynotes

Topics and focus areas of EISENWARENMESSE - International Hardware Fair Cologne 2021

Oliver Frese

Koelnmesse GmbH/Chief Operating Officer

The situation in the hardware and DIY industry

J. Wolfgang Kirchhoff

Chairman of the Advisory Board of EISENWARENMESSE - International Hardware Fair Cologne

Kirchhoff Automotive/CEO

Other discussion guests for interviews

John W. Herbert

European DIY Retail Association (EDRA) and Global Home Improvement Network (GHIN)/General Secretary

Jörn Brüningholt

Trade Association for Home Improvement, Construction and Gardening (BHB)/Head of Communication

Stefan Horst

Association of German Manufacturers (FWI)/Managing Director

Ralf Rahmede

German Association of Home & Garden Manufacturers (Herstellerverband Haus & Garten e.V.)/Managing Director

Thomas Dammann

Central Association of the Hardware Trade (ZHH)/Managing Director

Michael Atug

Digital rockstar and influencer

Dr. Jürgen Martin Amann

KoelnTourismus GmbH/Chief Executive Officer

Catja Caspary
Koelnmesse GmbH/Vice President

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Matthias Becker
Koelnmesse GmbH/Director EISENWARENMESSE - International Hardware Fair
Cologne

Host

Dieter Könnies
Journalist/WDR Servicezeit, Könnies kämpft

Stand: 27.10.2020
Kürzel: kby

No. 4 / October 2021, Cologne
#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2021 EUROPEAN PRESS CONFERENCE, 29 OCTOBER 2020



**INTERNATIONAL HARDWARE
FAIR**
21.02. - 24.02.2021
www.eisenwarenmesse.com

The most important international business platform of the hardware industry will rock in the spring with a hybrid concept, innovative special events and disruptive trend topics

From 21 to 24 February, the EISENWARENMESSE - International Hardware Fair Cologne will take place under the slogan "We're starting the engine". As one of the first hybrid trade fairs, it will combine a safe live event with an online platform.

The broad range of topics as well as the extensive event and workshop programme has been very well received by the exhibitors. A total of 2,762 companies have registered so far, including international players such as Metabo with the Cordless Alliance System (CAS), Gesipa, HAZET, Pferd Rüggeberg, Proxxon, Prebena, Reyher, Scheppach Stanley Black & Decker, Wiha, Witte and Kukko. Awaiting visitors are innovative solutions for e-commerce, 5G and 3D printing as well as unique new products and technologies.

The EISENWARENMESSE - International Hardware Fair Cologne is an absolute must for anyone who is interested in the future of the hardware industry and the latest trends - just alone for the innovative hybrid format of a live and online event.

The physical product presentations and first-rate networking formats that are so crucial for successful trade fairs will be enhanced by exciting digital offerings. This allows EISENWARENMESSE - International Hardware Fair Cologne to generate even greater reach and offer exhibitors additional business opportunities in addition to a wider range of national and international visitors. The entire hardware industrial market will also be presenting again next year. The tools segment will once again make up the core competence of the trade fair in 2021. Many well-known exhibitors will present their latest developments, which range from hand tools and tool accessories to machine tools. Besides current solutions for fastening technology and the separation of materials, the focus will also be on ideas for simplifying and accelerating work processes.

The area of industrial supply is also represented with around 450 exhibitors. The range of compressors, high-pressure cleaners, welding and soldering tools,

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workshop and storage equipment, store fittings, ladders and scaffolding as well as products for occupational safety cover the entire spectrum.

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DIY Boulevard: Now also international

In 2021, the popular DIY Boulevard will be international for the first time with 13 exhibitors from abroad. With the addition of Hall 11.2, there will be even more space available for the exhibition area used for the cooperation with the German Association of Home & Garden Manufacturers (HHG) and fediyima. Companies from the construction, home and garden industry will present their new products on an area of 240 metres.

New platforms and events with added value

New theme platforms and innovative special events at the EISENWARENMESSE - International Hardware Fair Cologne offer excellent added value for exhibitors and visitors. In the top-class eCommerce area, everything revolves around the digitalisation of commerce megatrend - with innovative, disruptive solutions and strategies for payment, shop systems, enterprise resource planning (ERP), hosting, search engine optimisation (SEO) and multichannel. At the expo on 23 and 24 February, online giants such as Facebook and eBay as well as business providers like Shopware will also be there. The presentations will be accompanied by an equally exciting stage and lecture programme with expert talks and high-calibre keynotes by speakers like digital rock star Michael Atug and digitalisation guru Frank Thelen. More details about the eCommerce area can be found at <https://www.eisenwarenmesse.de/events/events/ecommerce-area/>

First-class event programme and special events

In 2021, the products that won and were nominated for the EISEN Innovation Award, which took place only in digital form this year, will be prominently presented.

Due to the enthusiastic response from participants and the further development of the cooperation with Koelnmesse, the Federal Association of Material Management, Purchasing and Logistics (BME) will be holding a Buyers' Day again on 23 February 2021. The topics will include the top key figures in purchasing, eProcurement, steel procurement, trends in C-item management, blockchain and bitcoin as well as the cooperation between technology, suppliers and purchasing.

Other trend topics in the hardware industry are 5G and 3D printing. Ultimately, they enable the optimisation of ordering, logistics and sales processes. With "Factory in a Box," Nokia presents a practical example and provides an overview of the potential of campus networks, innovative industrial use cases with 5G and technical implementation possibilities.

EISENWARENMESSE@home - the digital trade fair experience

Thanks to the hybrid concept, the EISENWARENMESSE - International Hardware Fair Cologne will also be a digital experience. In addition to the in-person event, there will also be a digital platform. The entire event programme will be streamed here and available live on demand. Brand showrooms and stages, where exhibitors can present themselves and their products, will be available for interaction and exchange. They can engage directly with customers and partners in the virtual café. Digital tools also make matchmaking unlimited and even more individualised: The Discovery Graph offers a very simple and efficient way of making new contacts via

an intelligent visual filter search.

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#ROCK-SAFE4business: Comprehensive hygiene programme for safe networking

By holding EISENWARENMESSE - International Hardware Fair Cologne 2021 as a hybrid event, Koelnmesse is meeting both the desire for face-to-face networking and the safety requirements of exhibitors and visitors. Maximum safety is ensured with the comprehensive #B-SAFE4business hygiene concept with ultra-modern ventilation systems, aisles widened to five metres, and the addition of exhibition halls, which allow personal encounters while keeping a distance. All of these measures can currently be seen in the #BSAFE4BUSINESS Village, which is where Koelnmesse is showing how the legal protection requirements are translated into the event practice of international trade fairs on an area covering around 5,000 square metres of Hall 9.

"For spring 2021, the EISENWARENMESSE - International Hardware Fair Cologne is once again offering a strong lineup of exhibitors and many added values for exhibitors and visitors. We are therefore well-prepared," explains Matthias Becker, Director of the trade fair. In addition to the great variety of topics and top-class supporting program, the industry's determination also plays a significant role in making this a strong trade fair. "With our hybrid concept, we are creating an indispensable business platform for the networking of stakeholders, reactivating business relationships and establishing new business so that our industry can recover quickly and sustainably."

Koelnmesse - Hardware worldwide

As an international top organiser of trade fairs, Koelnmesse is the global market leader for the product sections hardware/ironware divided up into the segments Tools, Industrial Supplies, Fasteners and Fixings, Fittings, Home Improvement as well as for the innovations of these industries. The leading trade fair EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne as well as Asia-Pacific Sourcing in Cologne, the Hardware Forum in Milan/Italy and CHIS - China International Hardware Show in Shanghai/China are exemplary for this. www.hardware-worldwide.com

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The official EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR Cologne blog:

www.eisenwarenmesse.com/news/up-to-date/news-overview-19.php

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No. 4 / October 2021, Cologne
#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - Salon international de la quincaillerie Cologne 2021 CONFÉRENCE DE PRESSE EUROPÉENNE le 29.10.2020



**INTERNATIONAL HARDWARE
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La plateforme d'affaires la plus importante à l'échelon international pour le secteur de la quincaillerie se distingue par un concept hybride, des expositions spéciales innovantes et des thèmes tendance disruptifs

EISENWARENMESSE - Salon international de la quincaillerie Cologne, qui a pour slogan « Lançons le moteur », aura lieu du 21 au 24 février.

C'est l'un des premiers salons hybrides et, en tant que tel, il associe un événement en présentiel répondant à toutes les règles de sécurité et une plateforme en ligne.

Le large éventail de sujets et le vaste programme d'événements et d'ateliers ont rencontré une grande résonance auprès des exposants. Jusqu'à présent, 2 762 entreprises se sont inscrites, dont des acteurs internationaux comme Metabo avec le CAS Gruppe, Gesipa, HAZET, Pferd Rüggeberg, Proxxon, Prebena, Reyher, Scheppach Stanley Black & Decker, Wiha, Witte et Kukko. Les visiteurs se verront présenter des solutions innovantes pour le commerce électronique, la 5G et l'impression 3D ainsi que des nouveautés exceptionnelles en matière de produits et de technologies.

Ne serait-ce qu'en raison de son format hybride innovant, celui-ci associant un événement en présentiel et une plateforme en ligne, EISENWARENMESSE est un rendez-vous incontournable pour tous ceux qui s'intéressent à l'avenir de la branche et aux toutes nouvelles tendances.

Aux présentations physiques de produits et aux événements de réseautage de grande qualité si essentiels au succès de salons s'ajoutent de nouvelles offres numériques très intéressantes. C'est ainsi qu'EISENWARENMESSE démultiplie sa portée, offre aux exposants des opportunités commerciales supplémentaires et les met en présence d'un plus large visitorat national et international.

L'année prochaine également, il présentera à nouveau tout le marché de l'industrie de la quincaillerie. En 2021 également, l'outillage sera l'illustration de la compétence fondamentale du salon. De l'outillage manuel aux machines-outils en passant par les accessoires d'outils de toutes sortes, de nombreux exposants de renom présentent leurs innovations et leurs toutes dernières réalisations. Outre les

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solutions actuelles en matière de systèmes de fixation et de tronçonnage des matériaux, les idées qui concourent à rendre le travail plus facile et plus rapide à exécuter passent au premier plan.

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Le secteur des fournitures industrielles compte environ 450 exposants. L'offre, qui comporte des compresseurs, des nettoyeurs à haute pression, des outils de soudage et de brasage, des équipements d'ateliers, de magasins et d'entrepôts, des échelles et des échafaudages ainsi que tout ce qui a trait à la sécurité au travail, répond à tous les besoins en matière de fournitures industrielles.

Maintenant, le boulevard du do it yourself acquiert également une dimension internationale

Le boulevard du do it yourself, qui est très apprécié, réunit en 2021 13 exposants et acquiert pour la première fois une dimension internationale. Le salon occupant également le hall 11.2, la place octroyée à la présentation que réalise la Fédération des fabricants Habitat & Jardin (Herstellerverband Haus & Garten - HHG), en collaboration avec fediyma, est encore plus grande. Des entreprises des secteurs de la construction, de l'habitat et du jardin présentent leurs nouveaux produits sur 240 m².

Nouvelles plateformes et événements inédits avec valeur ajoutée

À EISENWARENMESSE - Salon international de la quincaillerie 2021, de nouvelles plateformes thématiques et des expositions spéciales innovantes offrent une réelle valeur ajoutée aux exposants et aux visiteurs. À l'« eCommerce area » qui réunit des participants de haut niveau, la mégatendance qu'est la numérisation joue un rôle primordial, d'où la présentation de solutions et de stratégies innovantes et disruptives pour le paiement, les systèmes de sites marchands, l'ERP/PGI, l'hébergement, l'optimisation pour les moteurs de recherche et le multicanal. L'Expo, les 23 et 24 février, accueille des géants du Web tels que Facebook et eBay mais aussi des systèmes e-commerce comme shopware. Les présentations s'accompagnent d'un non moins passionnant programme scénique et de conférences avec entretiens d'experts et exposés de haut niveau dont ceux de Michael Atug, rock star du numérique, et Frank Thelen, acteur majeur de la numérisation. Complément d'information sur l'« eCommerce area » sur le site <https://www.eisenwarenmesse.de/events/events/ecommerce-area/>

Expositions spéciales de haut niveau et programme événementiel

En 2021, les produits finalistes et ceux récompensés par l'EISEN Innovation Award, au terme d'un concours entièrement numérique cette fois-ci, seront bien mis en évidence.

Étant donné le grand nombre de participants et l'approfondissement de la coopération avec Koelnmesse, la Fédération allemande de l'approvisionnement, achats et logistique (Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. - BME) organise à nouveau une journée des acheteurs qui aura lieu le 23.02.2021. Voici quelques-uns des sujets traités à l'occasion : principaux indicateurs en matière d'achats, approvisionnement en ligne, achats d'acier, gestion des articles « C » et tendances correspondantes, blockchain et Bitcoin, collaboration de la technique, des fournisseurs et du service achats.

La 5G et l'impression 3D sont d'autres thèmes tendance dans le secteur de la quincaillerie. Elles permettent en effet d'optimiser les processus de commande, de

logistique et de vente. Avec la « Factory in a Box », Nokia présente un exemple pratique et donne un aperçu du potentiel des réseaux de campus, des cas innovants d'utilisation industrielle avec la 5G et des possibilités techniques de réalisation.

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EISENWARENMESSE@home - l'expérience salon en numérique

Grâce au concept hybride, EISENWARENMESSE - Salon international de la quincaillerie deviendra une expérience, également sous sa forme numérique. Car, en plus du salon en présentiel, il y aura une plateforme numérique. Tout le programme événementiel y sera diffusé en streaming et donc disponible en direct et à la demande. Des showrooms de marques et des podiums où les exposants peuvent présenter leur entreprise et leurs produits favorisent l'interaction et les échanges. Au Virtual Café, il leur est possible d'échanger directement avec des clients et des partenaires. Grâce aux outils numériques, il n'y a plus de limites au matchmaking qui devient plus individuel car le Discovery Graph offre un moyen particulièrement simple et efficace de nouer de nouveaux contacts en procédant à une recherche intelligente par filtre de visualisation.

#ROCK-SAFE4business : tout un train de mesures d'hygiène pour réseauter en toute sécurité

Avec la tenue d'EISENWARENMESSE 2021 sous forme hybride, Koelnmesse facilite le réseautage personnel, répondant ainsi au souhait des exposants et des visiteurs, et tient compte de leurs besoins en matière de sécurité. Avec des systèmes de ventilation ultramodernes, l'élargissement des allées qui passent à cinq mètres et deux halls supplémentaires permettant de se rencontrer tout en gardant une distance physique, le concept global d'hygiène #B-SAFE4business garantit un maximum de sécurité. Toutes ces mesures sont actuellement visibles au #BSAFE4BUSINESS Village où sur environ 5 000 m², dans le hall 9, Koelnmesse montre comment les exigences de protection réglementaires sont mises en œuvre en pratique dans le cadre de salons internationaux.

« Au printemps 2021, EISENWARENMESSE - Salon international de la quincaillerie accueillera une fois de plus un large panel d'exposants et sera synonyme de valeur ajoutée pour les exposants et les visiteurs. Nous sommes parfaitement préparés », a déclaré Matthias Becker, directeur du salon. Outre le large éventail de sujets et le programme d'animation de haut niveau, c'est la volonté de la branche qui contribue à faire d'EISENWARENMESSE un événement fort. « Avec notre concept hybride, nous créons une plateforme d'affaires indispensable pour l'interconnexion de tous les acteurs, la réactivation des relations commerciales et l'établissement de nouvelles entreprises - pour que notre branche s'engage rapidement et durablement sur la voie de la reprise. »

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No. 4 / October 2021, Cologne
#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - Salone Internazionale delle Ferramenta di Colonia 2021 CONFERENZA STAMPA EUROPEA DEL 29.10.2020

La maggiore piattaforma internazionale di business del settore delle ferramenta suona la sveglia a inizio anno con un format ibrido, mostre speciali innovative e temi trend rivoluzionari

Dal 21 al 24 febbraio, al motto "Riavviamo il motore", si terrà EISENWARENMESSE - il Salone Internazionale delle Ferramenta.

Sarà una delle prime fiere ibride a combinare un evento live in sicurezza e una piattaforma online.

Gli espositori hanno apprezzato l'ampia varietà delle tematiche affrontate e il ricco programma di eventi e workshop. Ad oggi si sono iscritte 2.762 aziende, fra cui player internazionali come Metabo con il gruppo CAS, Gesipa, HAZET, Pferd Rüggeberg, Proxxon, Prebena, Reyher, Scheppach Stanley Black & Decker, Wiha, Witte e Kukko. I visitatori troveranno soluzioni innovative di e-commerce, 5G e stampa 3D, insieme a straordinarie novità in termini di prodotti e tecnologie.

Chiunque sia interessato al futuro delle ferramenta e agli ultimi trend del settore non potrà mancare alla prossima edizione del Salone Internazionale delle Ferramenta, anche solo per il suo format ibrido innovativo che coniuga evento in presenza e online.

L'esposizione fisica dei prodotti, fattore elementare ma decisivo per il successo di una rassegna, e i format di networking di alto livello saranno integrati da un'interessante offerta digitale. In questo modo il Salone Internazionale delle Ferramenta intende generare una risonanza ancora maggiore e offrire agli espositori ulteriori opportunità di business, insieme a un più ampio pubblico nazionale e internazionale.

Anche l'anno prossimo sarà presente l'intera industria delle ferramenta. Nel 2021 il segmento utensileria costituirà come sempre il cuore della rassegna. Numerosi espositori autorevoli presenteranno le ultime novità in tema di utensili manuali, accessori e macchine utensili. Insieme a soluzioni innovative per il fissaggio e il distacco dei materiali saliranno alla ribalta anche le nuove idee per alleggerire e velocizzare il lavoro.

Anche il segmento degli articoli di fabbisogno industriale interverrà con circa 450 espositori. L'offerta di compressori, pulitrici ad alta pressione, saldatrici e apparecchi di brasatura, articoli per officina, sistemi di carico e stoccaggio, scale e



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ponteggi, ma anche prodotti per la sicurezza sul lavoro sarà completa e dettagliata.

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DIY-Boulevard: ora anche internazionale

Nel 2021 l'amato DIY-Boulevard accoglierà per la prima volta 13 espositori dall'estero. L'aggiunta del padiglione 11.2 garantirà ancora più spazio all'area espositiva allestita in collaborazione con l'associazione dei produttori Haus & Garten (HHG) e fediyma. Su una superficie di 240 metri le aziende del settore edile, casa e giardinaggio presenteranno le ultime novità.

Nuove piattaforme ed eventi ricchi di valore aggiunto

Al Salone Internazionale delle ferramenta 2021 nuove piattaforme tematiche e mostre speciali innovative offriranno un eccellente valore aggiunto a espositori e visitatori. Nella prestigiosa "eCommerce area" tutto ruoterà intorno al megatrend digitalizzazione del commercio, con soluzioni e strategie innovative e rivoluzionarie in tema di payment, shop system, Enterprise Resource Planning (ERP), hosting, Search Engine Optimization (SEO) e multichannel. Il 23 e 24 febbraio scenderanno in campo anche giganti dell'online quali Facebook, eBay e player del business come shopware. Le presentazioni saranno accompagnate da un programma di conferenze e interventi sul palco non meno interessante, con talk di esperti e partecipazioni prestigiose come quelle della rockstar digitale Michael Atug e di Frank Thelen, il guru della digitalizzazione. Maggiori dettagli sulla eCommerce area sono disponibili sul sito web <https://www.eisenwarenmesse.de/events/events/ecommerce-area/>

Mostre speciali e programma eventi di alto livello

Nel 2021 i vincitori dell'EISEN Innovation Award, che quest'anno vive una edizione esclusivamente digitale, e i prodotti in nomination riceveranno tutta l'attenzione che meritano.

Il 23.02.2021, a seguito del notevole favore del pubblico e dell'evoluzione in termini di contenuti della cooperazione con Koelnmesse, la Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. (BME) organizzerà nuovamente una giornata dei buyer. I temi affrontati includeranno, fra gli altri, i dati maggiormente indicativi per gli acquisti, e-procurement, acquisto acciaio, i trend della gestione degli articoli di classe C, blockchain e bitcoin e interazione fra tecnica, fornitori e acquisti.

Altri temi trend del settore delle ferramenta sono 5G e stampa 3D, che in realtà consentono di ottimizzare i processi di ordinazione, logistica e vendita. Con "Nokia's Factory in a Box" Nokia presenta un esempio pratico e delinea un quadro generale di potenziale delle reti campus, applicazioni industriali innovative con 5G e relative possibilità tecniche di realizzazione.

EISENWARENMESSE@home - l'esperienza digitale in fiera

Grazie al format ibrido il Salone Internazionale delle Ferramenta diventa un'esperienza anche digitale: oltre alla rassegna in presenza ci sarà infatti anche una piattaforma digitale su cui sarà trasmesso in streaming l'intero programma eventi, che sarà disponibile live on demand. Brand Showrooms e Stages dove gli espositori presenteranno le proprie attività e i relativi prodotti offriranno occasioni di interazione e scambio. Nel Virtual Café sarà possibile confrontarsi con clienti e colleghi. I tool digitali abbattano i limiti del matchmaking e ne consentano la personalizzazione: grazie al Discovery Graph risulta particolarmente semplice ed

efficace allacciare nuovi contatti mediante una ricerca filtrata intelligente e visiva.

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#ROCK-SAFE4business: un ricco programma di igiene per la sicurezza del networking

Con l'organizzazione dell'edizione ibrida del Salone Internazionale delle Ferramenta 2021 Koelnmesse soddisfa sia il desiderio di networking diretto che il bisogno di sicurezza di espositori e visitatori. Il dettagliato programma di igiene #B-SAFE4business, che prevede impianti di aerazione ultra moderni, corridoi larghi cinque metri e due padiglioni supplementari per consentire gli incontri personali nel rispetto del distanziamento, garantisce il massimo della sicurezza. Tutte queste misure sono attualmente in mostra nel #BSAFE4BUSINESS Village, allestito nel padiglione 9, dove Koelnmesse illustra su circa 5.000 metri quadrati l'implementazione dei provvedimenti ufficiali di contenimento durante lo svolgimento di fiere internazionali.

"A inizio 2021 il Salone Internazionale delle Ferramenta proporrà come sempre un ricco parco espositori e un chiaro valore aggiunto per espositori e visitatori. Noi siamo pronti!" spiega Matthias Becker, Director della fiera. Oltre alla varietà di temi e al prestigioso programma collaterale si deve sottolineare la volontà del settore di mettere in scena una fiera potente. "Con il nostro format ibrido creiamo una piattaforma di business irrinunciabile per collegare in rete tutti gli attori, rianimare i rapporti commerciali e concludere nuovi affari, affinché il nostro settore possa riprendere quota velocemente e in modo duraturo."

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No. 4 / October 2021, Cologne
#INTERNATIONALEEISENWARENMESSE

EISENWARENMESSE - Feria Internacional de Ferretería Colonia 2021 CONFERENCIA CON LA PRENSA EUROPEA 29.10.2020

La más importante plataforma de negocios internacional del sector de la ferretería se transforma en primavera en un concepto mixto, innovadoras exhibiciones especiales y disruptivos temas de tendencias.

La EISENWARENMESSE - Feria Internacional de Ferretería se celebrará en Colonia del 21 al 24 de febrero bajo el lema "Ponemos el motor en marcha".

Al ser uno de los primeros certámenes mixtos, va a combinar un evento presencial seguro con una plataforma online.

La amplia variedad temática así como el extenso programa de eventos y workshops han tenido una gran resonancia entre los expositores. Hasta este momento se han inscrito ya 2.762 empresas entre las que figuran líderes internacionales como Metabo con el grupo CAS, Gesipa, HAZET, Pferd Rüggeberg, Proxxon, Prebena, Reyher, Scheppach Stanley Black & Decker, Wiha, Witte y Kukko. En la feria se presentarán a los visitantes soluciones innovadoras para el comercio electrónico, 5G e impresión 3D así como singulares novedades en productos y tecnologías.

La participación en la EISENWARENMESSE - Feria Internacional de Ferretería es un acto obligado para todos los que están interesados por el futuro del sector de la ferretería y por las nuevas tendencias, más importante todavía debido al innovador formato ferial compuesto por un certamen presencial y mixto.

Las presentaciones físicas de productos y los formatos de alta calidad de networking que son elementales para el éxito ferial se complementan ahora con atractivas ofertas digitales. De esta forma, la EISENWARENMESSE - Feria Internacional de Ferretería amplía todavía más su alcance y ofrece a los expositores posibilidades adicionales de negocios y un espectro más amplio de visitantes, tanto nacionales como extranjeros.

También el próximo año se presentará de nuevo la totalidad del mercado de industrias de ferretería. El segmento de las herramientas conformará de nuevo en 2021 el núcleo de la oferta de la feria. Numerosos expositores de prestigio presentarán allí sus más actuales desarrollos, desde herramientas de mano hasta máquinas herramienta, pasando por accesorios. Junto a soluciones actuales para



INTERNATIONAL HARDWARE
FAIR
21.02. - 24.02.2021
www.eisenwarenmesse.com

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District Court Cologne, HRB 952

la técnica de fijación y la separación de materiales, la atención se centrará también en ideas para facilitar y dinamizar el trabajo.

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También el sector de productos para la industria estará representado con unos 450 expositores. La oferta de compresores, limpiadores a presión, aparatos de soldadura, equipos para el taller, el comercio y los almacenes, escaleras y andamios así como productos para la protección en el trabajo completan la presentación.

DIY-Boulevard: Ahora también internacional

En 2021, el exitoso DIY-Boulevard va a ser por primera vez internacional con 13 expositores extranjeros. Gracias a la incorporación del pabellón 11.2, se va disponer de todavía más espacio para la exposición que se realizará en cooperación con la asociación de fabricantes Haus & Garten (HHG) y la European Federation of DIY Manufacturers (fediyma). Sobre una superficie de 240 metros presentarán sus novedades empresas del sector de la construcción, la casa y el jardín.

Nuevas Plataformas y eventos con valor añadido

Nuevas plataformas temáticas e innovadoras exhibiciones especiales ofrecerán en la EISENWARENMESSE - Feria Internacional de Ferretería 2021 un magnífico valor añadido para expositores y visitantes. En la "eCommerce area", con una representación de primera línea, todo girará en torno a la megatendencia de la digitalización del comercio con soluciones disruptivas y estrategias para la forma de pago, sistemas de tiendas, enterprise resource planning (ERP), hosting, search engine optimization (SEO) y sistemas multicanal. En la exposición que se celebrará los días 23 y 24 de febrero se presentarán también gigantes del mundo online como Facebook, eBay así como ofertantes de negocios como shopware. Las presentaciones serán acompañadas por un atractivo programa de actuaciones en el escenario y de conferencias y charlas con expertos y oradores de primera línea como, por ejemplo, la estrella del rock digital Michael Atug y el Papa de la digitalización Frank Thelen. En <https://www.eisenwarenmesse.de/events/events/ecommerce-area/> encontrarán información más detallada sobre el área eCommerce.

Exhibiciones y programa de eventos de gran nivel

En 2021 se presentarán de forma destacada los productos ganadores y los nominados para el premio EISEN Innovation-Award que este año se ha celebrado en formato totalmente digital.

Como consecuencia de la gran acogida de participantes que ha tenido y del desarrollo en cuanto a contenidos de la cooperación que lleva a cabo con la Koelnmesse, la Asociación Federal de Gestión de Materiales, Compras y Logística (BME) celebrará de nuevo el 23.02.2021 una jornada dedicada a los compradores. Entre otros, se tratarán los siguientes temas: cifras clave en el ámbito de las compras, eProcurement, adquisición de acero, tendencia en la gestión de artículos C, blockchain y bitcoin así como la conjunción de la técnica, los suministradores y las compras.

5G e impresión 3D son otros temas tendenciales para el sector de la ferretería. Al fin y al cabo, hacen posible la optimización de procesos de pedidos, logística y ventas. Con "Nokia's Factory in a Box" Nokia presenta un ejemplo sacado de la práctica y proporciona una visión de conjunto sobre el potencial de las redes de campus, innovadores casos de aplicación industrial con 5G así como posibilidades técnicas de

puesta en práctica.

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EISENWARENMESSE@home - El acontecimiento ferial digital

Gracias al concepto mixto, la EISENWARENMESSE - Feria Internacional de Ferretería se va a convertir también digitalmente en un gran acontecimiento puesto que junto a la feria presencial va a haber también una plataforma digital. Aquí se transmitirá todo el programa de eventos que estará con ello disponible en directo bajo demanda. Para la interacción y los contactos se dispondrá de espacios de exposición de marcas y escenarios en los que los expositores podrán presentarse con sus productos. En el café virtual se podrá entablar directamente contacto con clientes e interlocutores comerciales. Con herramientas digitales, desaparecen las fronteras para el matchmaking y los contactos serán más individualizados puesto que con el Discovery Graph se puede disponer de una posibilidad especialmente sencilla y eficiente para entablar nuevos contactos a través de una búsqueda visual inteligente a través de filtros.

#ROCK-SAFE4business: Completo programa de higiene para un networking seguro

Con la celebración de la EISENWARENMESSE - Feria Internacional de Ferretería como certamen mixto, la Koelnmesse satisfará no solo el deseo de un networking personal sino también las necesidades de seguridad de los expositores y visitantes. En todo ello, el concepto integral de higiene #B-SAFE4business con las más modernas instalaciones de ventilación así como con pasillos ampliados a cinco metros y dos pabellones feriales adicionales facilita los contactos personales manteniendo las distancias necesarias. Todas estas medidas se pueden ver ya en #BSAFE4BUSINESS Village. Aquí la Koelnmesse muestra en el pabellón 9 sobre una superficie de unos 5.000 metros cuadrados cómo se puede poner en práctica la normativa legal de protección en los certámenes feriales internacionales.

"La EISENWARENMESSE - Feria Internacional de Ferretería ofrece de nuevo para la primavera de 2021 un potente marco de exposición y muchos valores añadidos tanto para expositores como para visitantes. Por tanto, estamos óptimamente preparados" ha declarado Matthias Becker, director de la feria. Junto a la gran variedad temática y el programa paralelo de alto nivel, la voluntad del sector contribuye de forma importante a la consecución de un potente certamen ferial. "Con nuestro concepto mixto, creamos una plataforma de negocios imprescindible para establecer contactos de todos los actores del mercado, para reactivar las relaciones comerciales y para establecer nuevos negocios a fin de que nuestro sector vuelva a seguir avanzando rápidamente y de forma sostenible".

Nota para la redacción:

En nuestra galería de imágenes en internet, en www.eisenwarenmesse.com/imagedatabase tienen a su disposición material fotográfico sobre la EISENWARENMESSE - Feria Internacional de Ferretería Colonia.

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European Press Conference by EISENWARENMESSE - INTERNATIONAL HARDWARE
FAIR COLOGNE
October 29, 2020

Presentation by Wolfgang J. Kirchhoff, Chairman Advisory Board

After the keynote by Oliver Frese, COO Koelnmesse GmbH, on the plans for the INTERNATIONAL HARDWARE FAIR COLOGNE 2021, I would now like to take a look at the sectors represented at the fair and their development.

First of all, a few words about the overall status quo of the industry before we move on to the individual sectors.

The good news: So far, most of the industries represented here have developed positively despite the pandemic and temporary closures - this particularly applies to the DIY and Home Improvement sectors.

The bad news: The pandemic is ongoing, and consequently there is great uncertainty across all industries. In addition, the Association of German Tool Manufacturers suffered significant losses in terms of export business and incoming orders.

Now let's take a closer look at the respective sectors and start with the DIY/garden and home improvement industry.

The majority of the worldwide 214 members of the European DIY Retail (EDRA) and the global Home Improvement Industry (GHIN) can look back on a record year. This development is expected to continue in the medium term.

There are several key drivers for this:

- Given the lockdowns, end consumers have increasingly discovered the importance of their own homes and invested accordingly.
- Customers appreciate the consistency and high safety standards provided by DIY stores.
- The sector has successfully demonstrated its system relevance during the shutdown phase.
- The do-it-yourself sector is benefiting from the new desire for change.

The industry can look back on a successful year not only globally; especially in Germany, Austria, and Switzerland (DACH), retailers can report positive figures:

Despite temporary store shutdowns, retailers in the DIY and gardening sector closed the first half of the year with increased sales:

Germany: EUR 11.82 billion (+15.6 percent)

Austria: EUR 1.49 billion (+ 8.3 percent)

Switzerland: EUR 1.69 billion (+ 3.5 percent).

This upward trend is likely to continue in the second half of 2020.

The members of the Manufacturers' Association House & Garden e.V. report increased sales in the first half of 2020 despite delayed or interrupted supply chains.

However, we see different developments for sales in Germany and Europe:

In Germany, we are recording a year-on-year sales growth of 9.3 %. The main growth drivers here were paints and coatings + related supplies, hardware and security technology as well as construction materials (with double-digit growth rates).

In Europe, on the other hand, we are seeing a slight drop in export sales in comparison with the previous year.

The development of the European market up to the end of June was significantly different. The members of the Herstellerverband Haus & Garten e.V. (Home & Garden Manufacturers' Association) were unable to replicate the results of the previous year in their sales to foreign markets and instead reported slightly lower figures.

In conclusion, the DIY sector has developed favorably. But what is the situation in the hardware trade?

In this sector, too, the year 2020 will be marked by the Corona crisis and the temporary closure of many hardware retail stores during the lockdown phase.

Nevertheless, the hardware sector has (so far) come through the corona pandemic better than expected and was able to hold its ground thanks to a steady sales volume in many areas. The reasons for this are as follows: In addition to high demand for products for the home and garden, there is also growth in the construction industry and the skilled trades.

Developments in the production connection trade (PVH) and the hardware retail trade in particular were heterogeneous.

Now let's take a closer look at the individual sectors in the hardware trade.

In the hardware and household goods retail sector, there was an increased willingness to invest in products for the home and garden.

Overall, in the months following the lockdown, the hardware and household goods retail sector managed to make up for the almost complete standstill lasting around 4-6 weeks (depending on location) by the summer months; it concluded the first half of the year with a slight sales growth between 0.5 % and 1 %.

| | 2016 | 2017 | 2018 | 2019 | Q1+2 2020 | Forecast 2020 |
|--|--------|--------|--------|--------|--------------|------------------|
| Household goods specialized trade | +1.1 % | +1.1 % | -1.5 % | +1.1 % | +0.9 % | +1.4 % |
| Hardware retail overall | +1.3 % | +1.3 % | +0.5 % | +2.4 % | +0.5 % | +1.0 % |
| Retail trade overall | +2.2 % | +3.1 % | +2.8 % | +3.3 % | +1.5 % | +1.8 % |

Source: ZHH, Stat. Bundesamt

For the year as a whole - but especially in the second half and the fourth quarter with regard to the Christmas business - much will depend on the further development of the Corona numbers and the corresponding measures in the autumn and winter months. The sector is approaching the final months of the year with cautious optimism and can be content with what has been achieved to date.

In the area of the tool and building hardware production connection trade (PVH), the development was satisfactory and stable compared to the previous year.

| | 2016 | 2017 | 2018 | 2019 | Q1+2 2020 | Forecast 2020 |
|------------------------------|--------|--------|--------|--------|--------------|------------------|
| Tools | +1.5 % | +1.8 % | +2.8 % | +1.6 % | -0.8 % | -1.3 % |
| Building hardware | +2.5 % | -0.3 % | +2.4 % | +2.8 % | +0.9 % | +0.7 % |
| Wholesale overall | -0.9 % | +7.8 % | +2.7 % | +1.7 % | -1.8 % | -3.5 % |

Source: Business survey by ZHH, Stat. Bundesamt

The year started quite respectably, and the 1st quarter was overall positive (also because the sector was not affected by plant closures). Thanks to order backlogs from the previous year in the construction industry and the skilled trades, declines in the metal and machine-building industries could be cushioned in many companies in the PVH sector.

The building hardware specialized trade and the manufacturing industry benefited greatly from the fact that projects were largely continued in March and April and, in contrast to other specialized trade sectors, there were hardly any state-imposed closures and activity bans.

Under unchanged general conditions, the building hardware industry is quite optimistic for the further development of the 2020 business year and forecasts a growth of +0.7 % for the year as a whole.

Next, let us talk about the specialised tool trade.

We notice two different trends here: on the one hand, there is a declining and difficult business climate in the metal and machine-building industry. On the other hand, we observe growing sales in the construction and finishing trades and in the building industry, also thanks to an existing order backlog.

Fortunately, many specialised tool retailers were able to offset and at least partially compensate for these severe sales losses with other product ranges, especially with occupational safety and items protecting against Corona. The wide-ranging positioning of the specialist tool trade made a significant contribution to the still respectable development in the first half of the year, which can be concluded with a sales trend that is almost on a par with the same period of the previous year.

In the last few weeks, a summer slump put additional pressure on business. As a result, previous year's sales figures are unlikely to be achieved again. Although there were signs of a revival on the market in September and the tools trade is cautiously optimistic, a weaker second half of the year overall and a continued challenging business development with product range distortions are on the horizon.

Finally, let us take a look at the tool industry.

A recent FWI survey (January - August 2020) shows the dramatic decline in incoming orders by more than 10 % at 51% of German companies. The losses in the export business are even more significant: -23 % for the UK and -15 % for the USA. It will not be possible to compensate for these losses before the end of the year.

The development in the export business is also influenced by political factors in important export markets such as the USA and Great Britain - e.g. the punitive tariffs imposed by the USA on some core assortments such as pliers, screwdrivers, and axes, not to mention the complicated Brexit negotiations.

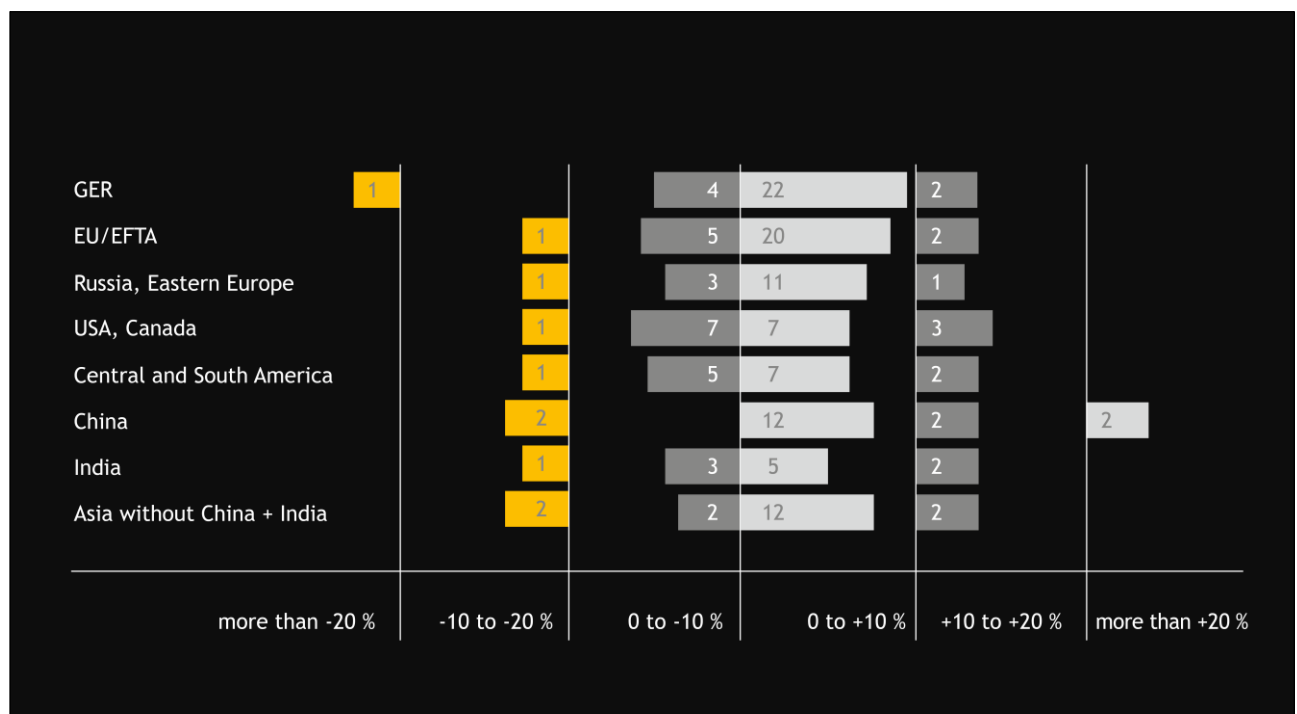
However, the business climate improved in the second half of the year: in August, only 26.8 % of companies described the current situation as "unsatisfactory" (-19 % compared to the previous month). In addition, the share of tool manufacturers with short-time work fell from its peak of 70 % (August) to around 52 %.

The hand of the FWI business cycle clock has been pointing to an upswing phase since May 2020. The positive expectations of recent months have been reflected in an improved assessment of the current situation and thus proven to be correct: The assessment of the current situation has improved significantly by 18 points since July 2020 and now stands at -20 points.

But the crisis is not yet over: In August 2020, the expectations of the companies were again worse than in the previous month. Only 23.7 percent of the companies (seven percent less than in July) still expect an economic recovery in the next six months. More than half of the companies expect no changes. One in five of the respondents forecasts a deterioration of the business situation.

After this overview of the current year, we would now like to take a look at the outlook for 2021.

A recent FWI survey of member companies' plans for 2021 shows the following results (compared with 2020):





Overview

The situation of the hardware and DIY industry

J. Wolfgang Kirchhoff,
Chairman Advisory Board

October 29, 2020



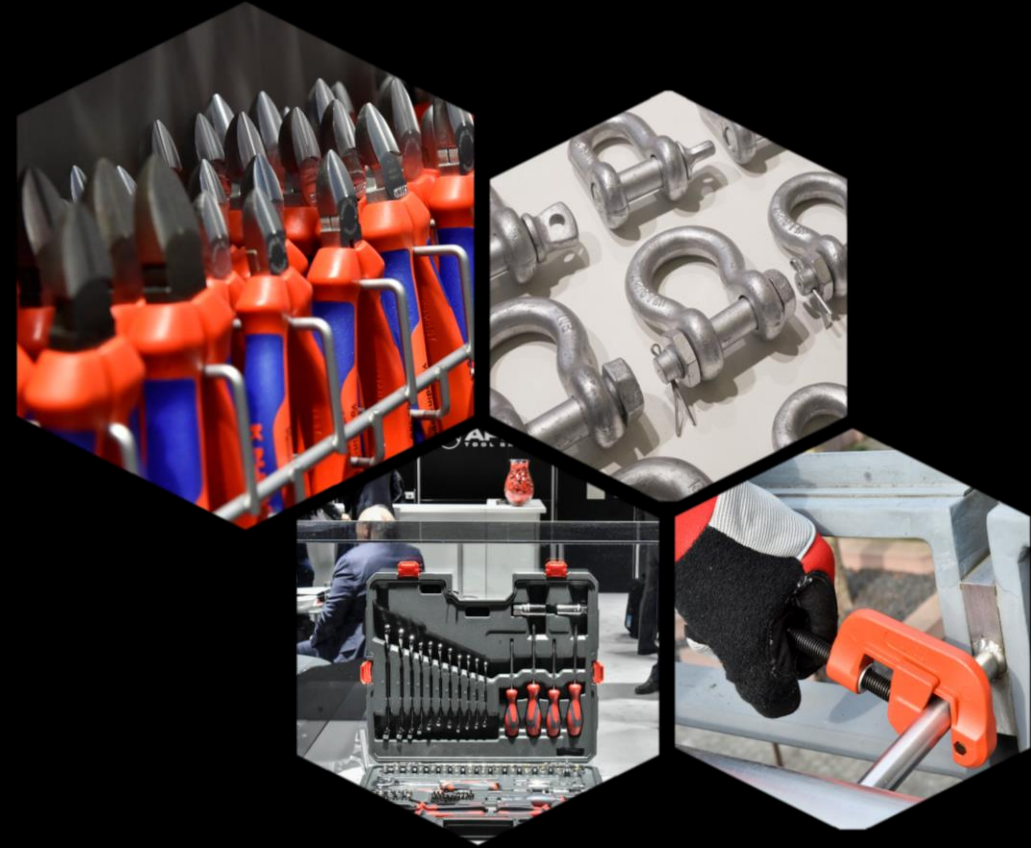
STATUS QUO

The good news:

- Despite the pandemic and temporary closures, most industries have developed positively so far - especially the DIY and home improvement sector

The bad news:

- The pandemic is still ongoing - and there is considerable uncertainty and insecurity
- The Association of German Tool Manufacturers reported significant losses in incoming orders and export business





DIY AND GARDEN

Record sales 2020 for the DIY retail and home improvement sector:

- Industry has successfully demonstrated its system relevance during the shutdown phase
- Customers appreciate reliability and high safety standards in DIY stores
- End consumers have increasingly recognised the importance of their homes during lockdown and invested more as a result



POSITIVE NEWS FROM THE DIY INDUSTRY

+15.6 %

Source: BHB

Increase of turnover
in retail in GER (first
half of 2020)

In the export sector
(Europe) compared to
previous year

**Slight
losses**

Source: HHG





HARDWARE RETAIL

The year 2020 is marked by the pandemic and a temporary closure of many retail stores.

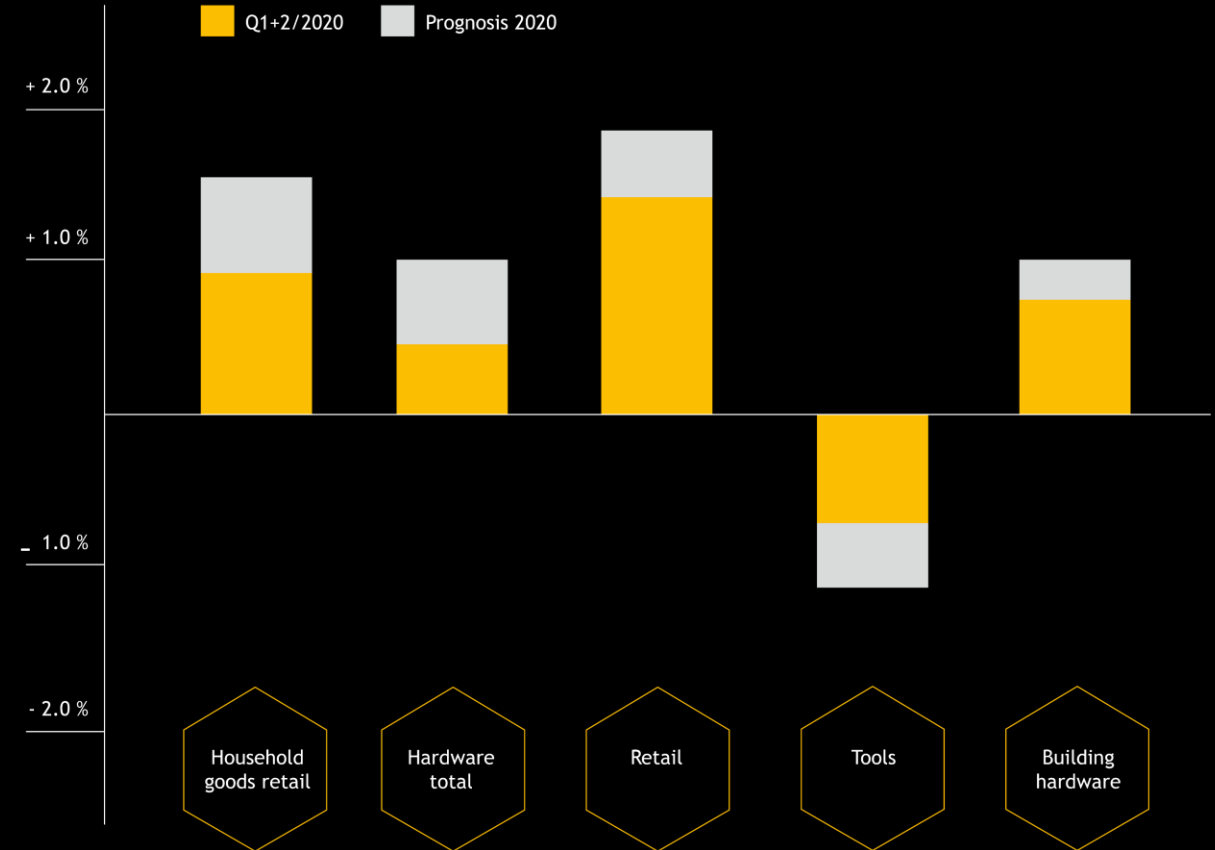
The hardware sector was able to pull through the crisis better than expected:

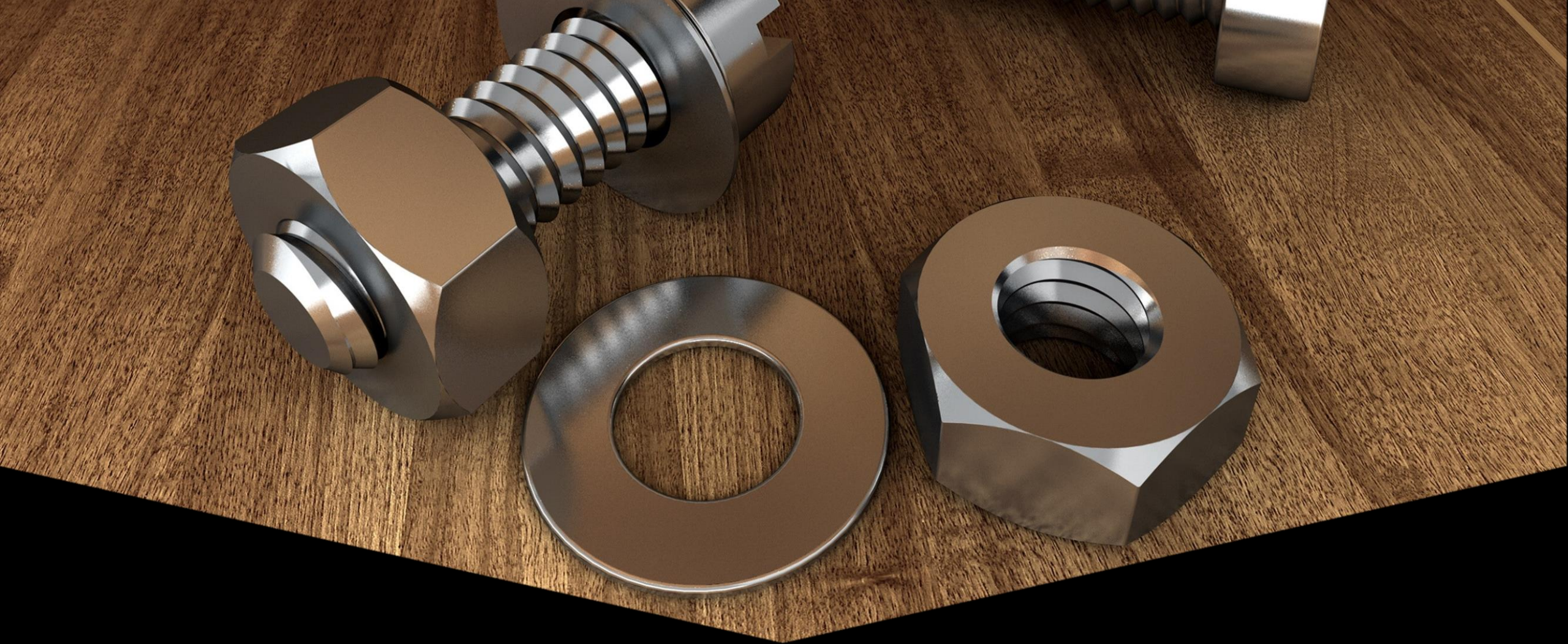
- Strong demand for products for home and garden
- Existing growth in the construction industry and skilled crafts and trade



HARDWARE RETAIL

- Hardware and household goods retail trade: increase in willingness to invest
- PVH: stable and satisfactory development compared to previous year
- Two different trends in the specialist tool trade:
 - Decreasing sales in the metal and machine construction industries
 - Growing sales in the construction and finishing trades





TOOLS INDUSTRY



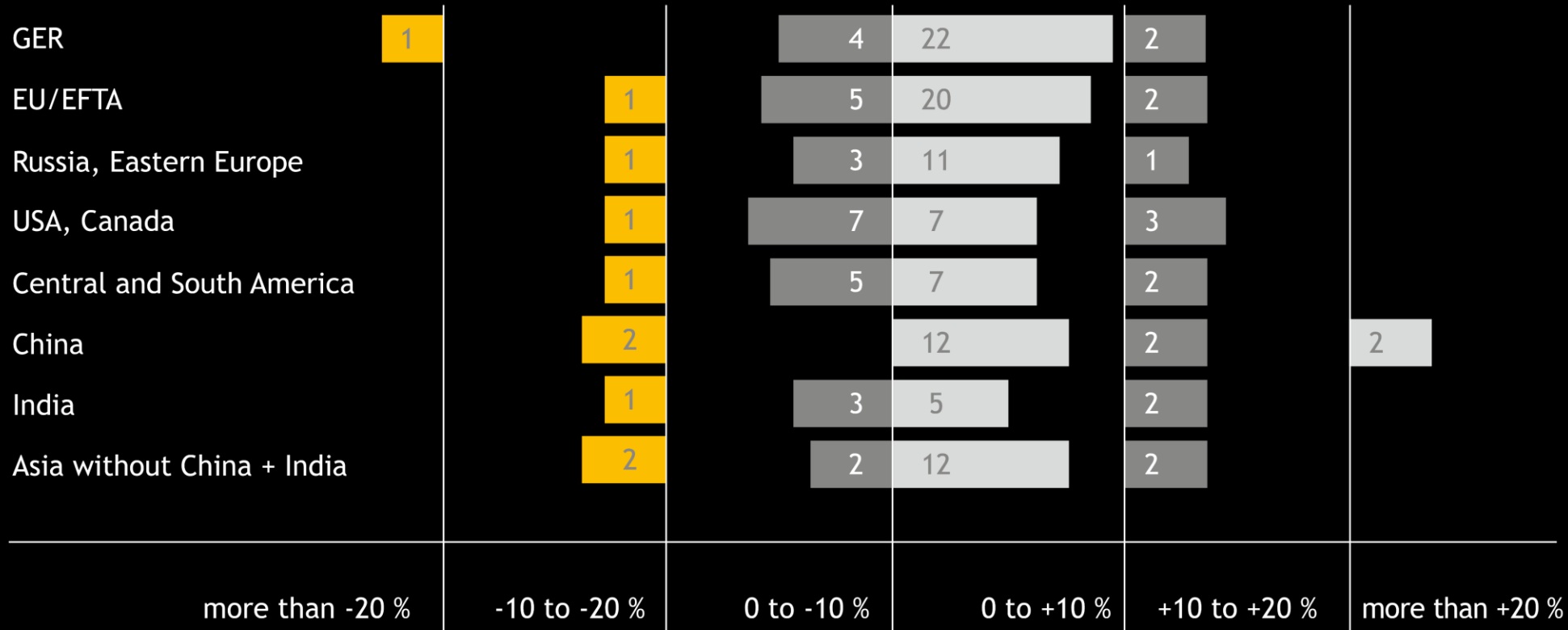
TOOLS INDUSTRY: DIFFICULT TIMES



- January to August 2020: significant decrease in incoming orders by more than 10 % (Germany)
- Losses in the export business are even more significant → cannot be compensated until the end of the year
- Improved business climate in the second half of the year:
 - August: only 26.8 % of companies rate the current situation as „unsatisfactory“
 - Share of tool manufacturers with short-time work has fallen to 52 %

FORECAST 2021

A recent FWI survey of member companies' plans for 2021 shows the following results (compared to 2020):





LET'S ROCK!

INTERNATIONALE
EISENWARENMESSE
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EISENWARENMESSE - INTERNATIONAL HARDWARE FAIR COLOGNE 2021

EUROPEAN PRESS CONFERENCE
OCTOBER 29, 2020

KEYNOTE
OLIVER FRESE
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WORK HARD!
ROCK HARD!



#ROCKSAFE4BUSINESS: WE GET THE MOTOR RUNNING AGAIN!



#BSAFE
VILLAGE

#ROCK
SAFE





OUR EXHIBITORS

2,762

Exhibitors

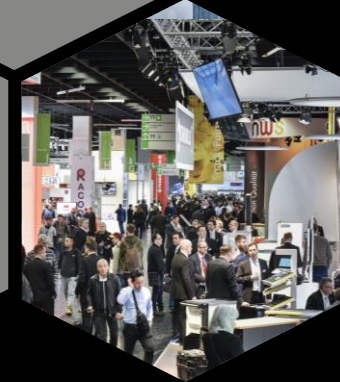


International
exhibitors

2,474

288

Exhibitors from
Germany





OUR EXHIBITORS



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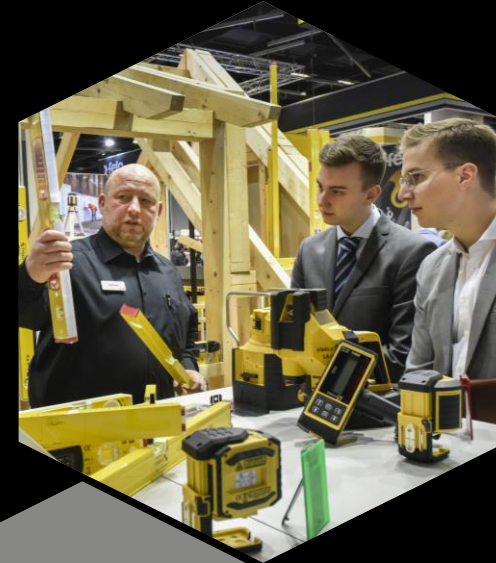


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THE INTERNATIONAL
HARDWARE FAIR COLOGNE

transforms into one of the
first hybrid trade fairs

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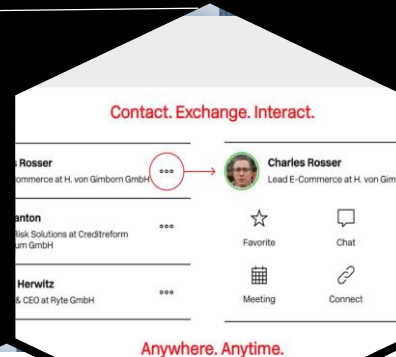
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Live stages



Personal
profile

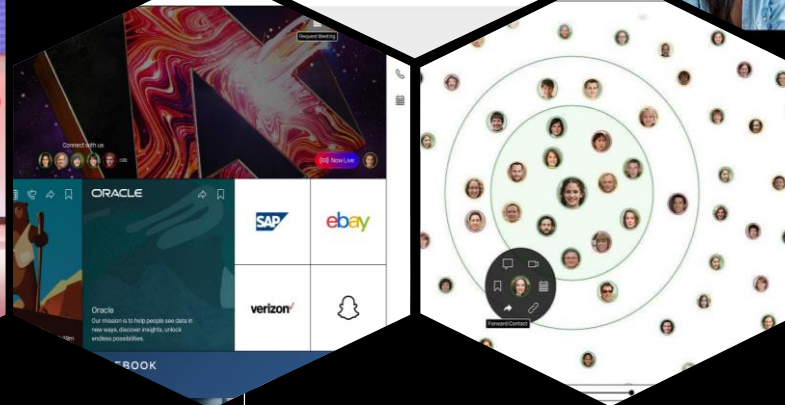


Networking



Discovery graph

Showrooms/showfloors





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Press release

EISENWARENMESSE – International Hardware Fair Cologne Press Conference, 29 October 2020

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DIY sector ends "corona half-year" with positive results

- Noticeable upward trend following slowdown caused by store closures
- Shoppers value consistency and high safety standards in DIY stores
- Industry demonstrates its systemic relevance during shutdown phase

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Hauptgeschäftsführer
Dr. Peter O. Wüst

DIY stores and garden centres in Germany have coped well with the first phase of the corona crisis since March. German retailers in the DIY and gardening sector posted sales of EUR 11.82 billion in the first half of the year, corresponding to an increase of 15.6 percent. DIY retailers in Austria (EUR 1.49 billion, +8.3 percent) and Switzerland (CHF 1.82 billion, +3.5 percent) also performed very well in the crisis despite long store closures in some cases. However, the coming months will show whether the positive trend continues as the situation progressively returns to normal.

The first phase of the pandemic presented a major challenge for DIY stores and garden centres. Initially, there were state-imposed closures of around one-quarter of all DIY stores and garden centres in Germany (even almost all stores in Austria and Switzerland for many weeks), however, the scenario changed rapidly. Local, regional and national authorities across the country, with whom the BHB trade association for home improvement, building and gardening maintains a constant dialogue, have recognised the systemic relevance of the industry and supported this by issuing opening permits.

This was absolutely crucial for the companies of the industry (retail and production) even though the rules, which were implemented remarkably quickly and at an early stage in the industry, posed personnel and financial challenges.

One reason for the special opening was the **broad and deep range of products** offered by DIY retailers, which covered many system-relevant services. DIY retailers in Germany, Austria and Switzerland stock well over 350,000 products, which are either directly available or can be obtained online at short notice. Customers have made extensive use of this retail capacity during the corona phase, as can be seen by the sales and product range development. In addition to all "green" product ranges (living greenery as well as garden equipment and furniture), all items from the areas of construction and renovation performed very well. People are also spending time and resources on renovation and beautification (in Germany, paint/painting accessories increased by around 38 percent in the first half of the year).

One of the greatest challenges that retailers faced in the first phase of corona was **supply chain logistics**. The import routes from Asia in particular, some of which were blocked for long periods, as well as the border barriers, made the flow of goods to retail locations difficult. Retail logistics experts, and particularly suppliers, have more than fulfilled their supply mandate.

Industry looks optimistically to the future despite uncertain development

However, the current good sales situation does not automatically foretell the annual result. In addition to the unpredictable development, the constant risk of a new lockdown, the continued need for expensive safety measures, pull-forward effects also come into play: customers have already completed many renovation, beautification and expansion projects in their homes. These effects cannot be easily repeated and make planning for 2021 difficult.

Nevertheless, the board and management of BHB are looking to the future with optimism. A representative survey by ServiceBarometer AG reported an upbeat outlook for the industry – this indicates that it is on a very positive path with regard to its continuous change process, emphasised BHB board spokesperson Peter Tapaß and managing director Dr Peter Wüst.

The most important key facts from the survey:

- 81% of respondents have shopped at a DIY store or garden centre in the last six months. This unprecedented figure can be seen across all age groups, from 76% in those over 70 to 83% among 16 to 29 year olds.
- At over 58%, garden projects (including self-sufficiency with vegetables, fruits and herbs) were the most frequent purchasing reason. This was followed by renovation/modernisation/remodeling (35%) and beautification and decoration (also 35%) Another 23% went to stores for maintenance and repair products (in Germany, this figure would correspond to 18.7 million inhabitants).
- For 95% of survey respondents with planned DIY projects, DIY stores and garden centres are their preferred purchase channel. 35% of respondents rated industry retailers as "extremely important", 37% as "very important" and another 23% as "important" for their DIY projects.
- 65% of those surveyed want their products to be available immediately, while over 54% value the enormous product selection. Nearly every second customer (47%) seeks personal advice. Here as well, DIY stores and garden centres are the first choice.



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About Handelsverband Heimwerken, Bauen und Garten e.V. (BHB)

As a trade association, the BHB represents the interests of home improvement, building and gardening retail companies in Germany, Austria and Switzerland (DACH region) as well as other companies in the DIY industry from the manufacturing and service sectors. As an association with an international focus, BHB is active in Germany, German-speaking countries and all of Europe through its membership in the European DIY Retail Association (EDRA). It represents the economic and media policy interests of the industry and engages in dialogue with political institutions, the media, administration, suppliers and service providers. The association comprises 19 trade organisations with 24 distribution channels and around 210 supporting members from industry and the service sector. The industry has around 480,000 employees in Germany. Total gross sales of German DIY and home improvement stores reached around EUR 19.46 billion in 2019.

Press release

30 September 2020

Tool industry on road to recovery – uncertainty is growing

After tool sales in 2019 had increased slightly over the previous year by 2.1 percent to around EUR 5 billion, the German tool industry has also been hit hard by the corona pandemic since spring 2020.

The latest survey by the Association of German Tool Manufacturers (FWI) for January to August 2020 shows dramatic declines in incoming orders compared to the same period of the previous year: A decline of more than 10 percent in domestic orders was reported by 51 percent of the companies; for foreign orders, 61 percent also said they had more than a 10 percent decrease. Even if the assessments of the current situation turn out better from month to month, depending on the respective target industries, these losses can no longer be offset by the end of 2020.

In August 2020, the FWI business climate rose by a total of around 70 points for the fourth month in a row and is now at -8.1 points. The situation reached its low in April 2020 at -77 points. The curve clearly shows a V-shaped course. This confirms the trend that became visible in June at the latest. The trend had already been predicted by the positive balance of expectations in the FWI surveys since May 2020. By comparison, during the financial crisis of 2008/2009 it took close to a year before the FWI business climate reached neutral levels after a similarly deep fall as in 2020.

In August 2020, only 26.8 percent of companies rated the current situation as "unsatisfactory". That corresponds to almost 19 percent less than in the previous month.

The share of tool manufacturers with short-time work schemes changed from 70 percent in August to around 52 percent.

The FWI business cycle clock has pointed to the upswing quadrant since May 2020, reflecting the balance of positive expectations. The positive expectations in recent months can be seen in an improved assessment of the current situation and have therefore turned out to be true: Since July 2020, the balance of assessments of the current situation have improved significantly by 18 points and is now at -20 points.

However, the crisis is not yet over. In August 2020, the expectations of companies were once again worse than in the previous month: Only 23.7 percent (seven percent less than in July) still expect the economy to recover in the next six months. More than half of the companies do not expect any changes. Every fifth respondent predicted a deterioration of the business climate.

Further uncertainty due to the impact of political factors in export markets such as the US and UK also contributes to this. In addition, an important marketing instrument is lacking as a result of the trade fairs cancelled or postponed in 2020.

The economic situation of the individual companies is also strongly determined by the conditions in the respective target industries. In particular, tool manufacturers specialising in the automotive and aviation industries are most likely suffering too in the medium term. On the other hand, suppliers for the skilled trades and construction industry are holding up better.

German tool exports and imports

According to FWI projections, tool exports in 2019 still reached a value of around EUR 4 billion and were thus 1 percent higher than in the previous year. Exports in the first half of 2020 fell 13 percent short of the previous year's figure, which was mainly attributable to the pandemic.

Tool imports in 2019 came to EUR 2.4 billion, thereby exceeding the level of the previous year by 2.8 percent. In the first six months of 2020, they declined by 10 percent.

US is most important export country

The US is the most important export country. In 2019, tool exports to the US increased by 10 percent compared to the previous year, accounting for 8.9 percent of total tool exports. In the first half of 2020, exports to the US dropped by 15 percent.

On 18 October, 2019, US punitive tariffs on certain core product ranges such as pliers, screwdrivers and axes came into force. The levying of punitive tariffs against industries that have not benefited from EU subsidies for Airbus, especially with the focus on German tools production, violates the spirit of free and fair world trade. The tariffs will either result in a significant decline in exports to the US or financial losses for tool manufacturers, which will make things even worse considering the other uncertainties in the markets as well as the pandemic. After the hopes of the punitive tariffs coming to an end soon were shattered, those manufacturers affected have and are cutting back on some already planned investments. This, in turn, has had an impact on suppliers and the long-term competitiveness of manufacturers.

Consequences of Brexit for the German tool industry

Within the last ten years, Great Britain has climbed from tenth to sixth place among the most important export partners for German tool manufacturers, with a 5.2 percent share of total exports.

In 2019, tool exports from Germany to Great Britain increased by 9.5 percent compared to the previous year, reaching a value of EUR 209 million. This increase can be partially explained by the fact that companies have stocked up on inventories there in order to deal with potential handling problems after a disorderly Brexit.

In the first half of 2020, exports to Great Britain fell by 23 percent and thus more significantly than total exports.

Since negotiations between the EU and Great Britain are being drawn out, there is still a lack of clarity and uncertainty in many areas about the rules that will apply from 2021. The concerns mainly relate to problems and delays in the practical handling of customs formalities and import controls.

Tool sales under corona: Trade fairs are missed

The corona-related restrictions on traditional sales channels and customer relations have significantly accelerated the trend towards digitalisation. According to a study by the Federal Statistical Office, mail order and online retail grew by around 21 percent between January and July 2020. This figure most likely also applies to the tools trade. Traditional ways of addressing customers such as trade fairs and customer visits are mainly missed by smaller companies, which are often not able to successfully organise their own events such as in-house trade fairs.

PRESS RELEASE

Press release for EISENWARENMESSE – International Hardware Fair
Cologne 2021

Do-it-yourself industry profits from new desire for change.

Members of Herstellerverband Haus & Garten e.V. report increasing sales in first half of 2020

The immense economic importance of international trade fairs became clear this year, especially because of the corona-related cancellation of virtually all trade fair events. This means that there were no venues for presenting and experiencing product innovations and applications live or networking with important national and international trade and industry partners .

The DIY sector is therefore all the more pleased that the EISENWARENMESSE – International Hardware Fair, which was postponed by one year, will once again take place in Cologne in February 2021. Many members of Herstellerverband Haus & Garten e.V. (HHG/German Association of Home & Garden Manufacturers) are once again focusing on the DIY Boulevard, for which more than **60** companies have registered. The companies will not only provide an overview of their latest product developments in a compact, practical area but also display innovative presentation concepts directly on the DIY store shelves. International exhibitors will also be taking part in the DIY Boulevard for the first time. Along with member companies of HHG, which once again make up the majority of exhibitors, companies from France, Spain, Italy, Belgium, Sweden and



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PRESS RELEASE

other countries will also be exhibiting along the main aisles of Hall 11.1. What all of these exhibitors have in common is their membership in the Home Improvement Manufacturers Association (HIMA), an international network of manufacturers of home improvement, building and garden products.

The industry partners in the do-it-yourself sector have also demonstrated their performance capabilities in the past weeks and months. Since DIY retail stores were allowed to remain open in most German states even during the lockdown and it quickly became apparent that many people were starting to embark on renovation and DIY projects, demand for the respective products grew enormously. At the same time, many international supply chains were interrupted or significantly delayed due to corona-related restrictions. For manufacturers, this posed a two-fold challenge which they navigated successfully overall when looked at in hindsight. In the current crisis situation, it also became immediately clear how crucial it is for trade and industry partners to work together in a spirit of cooperation and trust. The gain for both sides is considerably greater with respect and mutual consideration as the guiding principles.

HHG members were still very cautious at the beginning of April with regard to their outlook for the rest of the 2020 fiscal year. However, the expectation took hold that the industry as a whole would be able to continue the positive development from the beginning of the year.



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This is also confirmed by the trend statements of a member survey on the first half of the year. With regard to the German market, sales in almost all main product groups grew compared to the corresponding period of the previous year. For product ranges such as paints and accessories, hardware and security technology, and building materials, this increase was in the double digits. The results of the association's half-year survey showed overall sales growth of 9.3%.

The situation until the end of June is clearly different for the European market. In this regard, HHG members could not build on the results from the previous year with their foreign sales, but are rather slightly below. These figures reflect the different situation for the retail sector in the various European countries where DIY store retailers also had to remain closed for several weeks. In the meantime, outside of Germany a new desire for home improvement and the increasing importance of the living space can be seen, which is likely to be reflected in the results of the next survey.

About the association

The German Association of House & Garden Manufacturers (HHG) is a network of leading manufacturers of building, house and garden products in Germany, Austria and Switzerland. In its over 30-year history, the association has specialised in sales-oriented issues relating to the sales channels of DIY stores, garden centres and specialist retailers.

As an association of non-food consumer goods manufacturers across product ranges, it is able to differentiate itself from other associations through



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its sales focus, providing a clear added value for its members.



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Press release

Hardware business keeps going amid corona pandemic

In 2020, the hardware market has also been affected by the corona crisis and temporary closures of many hardware retail stores during the lockdown phase. Thanks to the strong demand for home and garden products, as well as the existing growth in the construction sector and skilled trades, the hardware industry has (so far) fared the corona pandemic better than expected and can maintain its position in many areas with a balanced sales performance. At the same time, the industrial B2B trade and hardware retail developed differently.

a) Hardware and household goods retail business

After a respectable start to the year, the traditional hardware and household goods retail business was largely affected by the lockdown and often had to keep stores closed for weeks. However, through creativity, commitment and increasing e-commerce activity, customer relations were also maintained during this time and the drop in sales was partially offset by non-store purchases. In the weeks that followed, the hardware retail business saw a wonderful show of solidarity between consumers and local specialist retailers. This was reflected in a greater willingness to invest in expensive products, a renewed increase in customer frequency in many regions and a significant decline in price discussions. In particular, the readiness to spend on products for the home and garden increased. This is because many consumers started to pay more attention to their immediate surroundings, due in part to other expenditures for things such as travelling taking a backseat.

As a result, in the months following the lockdown, hardware and household goods retailers were able to make up for the almost complete standstill of around 4 to 6 weeks (depending on federal state) until the summer months and still end the first half of the year satisfactorily with slight sales growth of between 0.5% and around 1%. Product ranges that performed well included household goods, security technology and garden furniture, while tools and grills remained at the level of the previous year. Demand for glass, porcelain and ceramics weakened on the other hand and gift items took a hit, as expected.

The following table provides an overview of the development to date:

| | 2016 | 2017 | 2018 | 2019 | First half- | Forecast for |
|------------------------|-------------|-------------|-------------|-------------|--------------------|---------------------|
| Retail specialists for | +1.1% | +1.1% | -1.5% | +1.1% | +0.9% | +1.4% |
| Total hardware | +1.3% | +1.3% | +0.5% | +2.4% | +0.5% | +1.0% |
| Total retail trade | +2.2% | +3.1% | +2.8% | +3.3% | +1.5% | +1.8% |

Source: Zentralverband Hartwarehandel e.V. (ZHH/Central Association of the Hardware Trade), Federal Statistical Office of Germany (Destatis)

The summer months seemed to be somewhat more subdued because customers increasingly resumed travel to big cities or went on vacation. For the year as a whole, however, a great deal will depend on the development of the corona figures in the second half of the year, especially with regard to the fourth quarter and the Christmas business, and on the corresponding measures in the fall and winter months. A lot can happen in the coming weeks. As we approach the final months of the year, the industry is cautiously optimistic and has every reason to be satisfied with the results achieved so far.

b) Industrial B2B trade for tool and building hardware

In past few weeks, the industrial B2B trade for tools and building hardware has increasingly felt the effects of the corona crisis. The year had gotten off to a very decent start with an overall favourable first quarter. This was also due to the fact that the industrial B2B trade was not affected by plant closures. Thanks to the backlog of orders from the previous year in the construction and skilled trades sectors, many industrial B2B companies were able to absorb the declines in the metal and mechanical engineering sector. Having an online shop and sales via online platforms are becoming increasingly important. Over the course of the corona pandemic, most companies have seen a further increase in digital orders and higher traffic for e-commerce offerings. Numerous members have therefore quickly expanded their digital ordering options. Nevertheless, the outlook for the second half of the year as well as

the year as a whole is lower than the figures at mid-year due to a lack of repeat orders in the construction and skilled trade sectors.

The internal surveys and development of the industrial B2B trade for tools and building hardware show the following picture:

| | 2016 | 2017 | 2018 | 2019 | First half-year | Forecast for 2020 |
|-----------------|-------|-------|-------|-------|-----------------|-------------------|
| Tools | +1.5% | +1.8% | +2.8% | +1.6% | -0.8% | -1.3% |
| Building | +2.5% | -0.3% | +2.4% | +2.8% | +0.9% | +0.7% |
| Total wholesale | -0.9% | +7.8% | +2.7% | +1.7% | -1.8% | -3.5% |

Source: ZHH economic surveys, Federal Statistical Office of Germany (Destatis)

Despite the unprecedented distortions created by the corona pandemic, the situation of the industry is seen as satisfactory by **building hardware dealers** and appears to be stable compared to the previous year. The first quarter in particular saw pleasing sales growth. As a whole, building hardware retailers can still deliver a positive sales performance for the first half of 2020 and increase sales by an average of +0.9% over the previous year.

Sales in the furniture fittings, tools and machines, plant equipment and mechanical fastening systems product groups are declining. The negative trend in the furniture fittings sector, which has been going on for some time, was further exacerbated by the absence of contract business, numerous cancellations of major events and reluctance to invest in shopfitting.

On the other hand, the consistently high utilisation level in the skilled trade sector and project backlogs in the construction industry ensured stable sales growth for door and window fittings. All in all, building hardware dealers and the manufacturing industry greatly benefited from being able to continue with projects in March and April for the most part and that there were hardly any state-imposed plant closures or bans on activities compared to other specialist trade sectors.

For the further development of the 2020 fiscal year, the industrial B2B trade for building hardware is quite optimistic and expects growth of +0.7% for the year as a whole.

Starting in the fourth quarter of 2019, a different trend has been seen in the **tool retailer sector**, depending on the target group. Since last year, the metal and mechanical engineering industry has been experiencing a difficult, downward business trend, which has been compounded by the corona crisis, as is also evident in other industrial customer sectors. A completely different scenario can be seen in the trade customer areas of the construction and finishing industries, which have also reported sales growth in recent months thanks to the large order backlogs. However, these order backlogs

have become considerably fewer in recent weeks. This can be attributed to the significant corona-related decline in the willingness to invest, partly by putting a cautionary brake on spending.

This development led to sharp declines in capital investment sectors such as plant equipment and industrial supplies as well as metal-intensive product ranges. Sales declines of 20% and more were not uncommon here. Fortunately, many tool retailers were able to absorb and at least partially offset these major sales losses with other product ranges, especially occupational safety and corona protection items. This was largely attributable to the broad product range of the tool retail trade, which still delivered a satisfactory performance in the first half of the year and closed almost at the level of the previous year.

In recent weeks, a summer slump put additional pressure on business, therefore it may no longer be possible to achieve the sales figures of the previous year. Although the market showed signs of recovery in September and tool retailers are cautiously optimistic, an overall weaker second half of the year and continued challenging business development with product range distortions is to be expected. This means that the tool market can still expect a satisfactory performance in 2020 because of corona, with slight overall declines in sales.

Realistically, a forecast for 2021 is hardly possible and largely depends on the economic situation as a whole as well as the order situation in the skilled trades, metal and mechanical engineering, and construction sectors.

Source:

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European DIY
Retail Association



Global Home
Improvement Network

EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR Cologne 21st -24th February 2021

EDRA/GHIN, the European and Global Home Improvement Networks, are very much looking forward to the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR to be held in Cologne from the 21st -24th of February 2021. The Cologne Hardware Fair is the absolute No1. trade fair for our industry globally, boasting the highest number of our members attending such an event.

Following a most difficult 2020, due to the global pandemic, the feedback we hear from the whole industry is that almost everyone is desperately wanting business to get back to normal as much possible and to physically meet each other again, despite the strict but necessary social distancing.

We have every confidence that the hygiene concept carefully planned by the Cologne trade fair management team will be of the highest standard, ensuring that our members feel comfortable and safe for the duration of the trade fair.

All over the world most of our 214 retail company members are enjoying record sales. Consumers seem to have rediscovered the importance of their homes during the global pandemic, and we expect this to continue for some time.

Therefore, we believe that the International Hardware Show will be particularly important for our members next year. It is the globally established platform for our industry for innovations, finding new products and generally for business and communication. It is simply a “must attend” for the global home improvement industry.

We at EDRA/GHIN will be visiting the EISENWARENMESSE – INTERNATIONAL HARDWARE FAIR every day, and for the first time we shall be sharing a booth with our Global DIY Summit partner, HIMA – The Home Improvement Manufacturers Association.